



## QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

<b>Course Name</b>	<b>PUBLIC RELATIONS</b>
<b>Course Code</b>	<b>MKT415</b>
<b>Semester</b>	<b>8th</b>
<b>Credit Hours</b>	<b>03</b>
<b>Total Weeks</b>	<b>16/18</b>
<b>Total Hours</b>	<b>48/54</b>
<b>Total Marks</b>	<b>100</b>
<b>Pre-requisite</b>	<b>None</b>

### Course Objectives

This course endeavors to introduce the multidimensional understanding of Public Relations not only as defined but also as practiced. The main focus will be on describing various Public Relations tools, their importance and guidelines for using them effectively. Students will be introduced to the basics of public relations writing including the concepts of good writing, techniques for persuasive writing and finding and generating newsworthy information. They will study the do's and don'ts of writing media releases for the print and electronic media, feature articles, newsletters and speeches. The course will also highlight the importance and utility of conducting research in Public Relations.

### Grading Criteria

<b>Distribution</b>	<b>Weight</b>
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

### Recommended Books

- Essential of Public Relations Author Frank Jefkins
- Public relation Author Shirley Harrison

## WEEK WISE BREAKDOWN

<b>Week</b>	<b>Description</b>
<b>1</b>	<b>Introduction to public relation</b> <ul style="list-style-type: none"><li>◇ What do you mean by Public relation</li><li>◇ Historical Backgrounds</li><li>◇ Publics</li><li>◇ PR defined</li><li>◇ PR &amp; Advertising</li></ul>
<b>2</b>	<b>Definition, Concepts &amp; Principles of Public Relations</b> <ul style="list-style-type: none"><li>◇ Essentials of a PR Definitions</li><li>◇ Public relations &amp; Advertising</li></ul>
<b>3</b>	<b>An organization and its publics</b> <ul style="list-style-type: none"><li>◇ Basic Publics</li><li>◇ The media</li><li>◇ Publics of the IPR</li></ul>
<b>4</b>	<b>Factors which Influence Public attitude towards Public relations</b> <ul style="list-style-type: none"><li>◇ Bad press relations</li><li>◇ Media Art Misrepresentation</li><li>◇ Behavior of PRO's</li><li>◇ Whitewashing</li><li>◇ Advertising attitudes</li><li>◇ Marketing attitudes</li><li>◇ Dislike of PROs and PR</li></ul>
<b>5</b>	<b>The Service Nature of public relations</b> <ul style="list-style-type: none"><li>◇ Service to the organization - feedback</li><li>◇ Service to the Mass Media</li><li>◇ Service to the organization's publics</li></ul>
<b>6</b>	<b>Qualities needed by the PR Practitioner</b> <ul style="list-style-type: none"><li>◇ Ability to communicate</li><li>◇ Ability to organize</li></ul>
<b>7</b>	<ul style="list-style-type: none"><li>◇ Ability to get on with people</li><li>◇ Personal Integrity</li><li>◇ Imagination</li></ul>
<b>8</b>	<b>PR Organizations, UK &amp; Internationals</b> <ul style="list-style-type: none"><li>◇ Institute of Public Relations</li><li>◇ Public relations consultant association</li><li>◇ British association of Industrial editors</li></ul>
	<b>Two Assignments + Two Test                      Mid Term Exam</b>
<b>9</b>	<b>International Public relations associations</b> <ul style="list-style-type: none"><li>◇ European federations of Public relations ( CERP )</li><li>◇ International association of business communications</li></ul>
<b>10</b>	<b>Common and Statute Law affecting Public Relations</b> <ul style="list-style-type: none"><li>◇ Contract</li><li>◇ Defamation</li><li>◇ Copyright</li><li>◇ Passing off</li><li>◇ Lotteries</li><li>◇ Statute Law</li></ul>

<b>11</b>	<b>Public relation in Industry &amp; Commerce</b> ◇ PR in marketing department
<b>12</b>	◇ Employee relations ◇ Community relations
<b>13</b>	<b>Public relation in Local govt.</b> ◇ Regional Hospital Boards ◇ Development Corporations ◇ Qualities of a Local Govt. PRO ◇ Range of Local Govt. PR work
<b>14</b>	<b>Public relations in Non- Commercial Organizations</b> ◇ The Police ◇ The Armed forces
<b>15 &amp; 16</b>	◇ Charities and Voluntary bodies ◇ Religious organization ◇ Public relation in Qurtuba University & comparison with other universities
	<b>Two Assignments + Two Test+ Presentation</b> <b>Final Term</b>

### Learning Outcomes:

- Apply basic public relations theories and principles to practice.
- Compose written public relations materials in a logical, coherent, concise, and appropriate format.
- Deliver effective presentations to work teams, clients, and publics.
- Synthesize broader liberal arts knowledge with the principles of public relations in order to create effective public relations campaigns.
- Plan and implement basic research projects, read and interpret research data as they apply to public relations campaigns.